



SAVANNAH AREA TENNIS ASSOCIATION
STRATEGIC PLAN
2015 – 2018

MISSION:

SATA's mission is to support, promote and sponsor tennis programs and instruction in the Savannah area, and to educate the public on the benefits of tennis as a means of healthful recreation and physical fitness.

VISION STATEMENT:

A full range of affordable tennis activities, available to all, that enhance peoples' lives throughout the Savannah Community

CORE VALUES:

SATA embraces the following core values as fundamental beliefs that will be adopted throughout our work:

- A. Inclusiveness and diversity
- B. Competency, reliability, and professionalism
- C. Fairness
- D. Integrity
- E. Teamwork
- F. Excellent customer service

SATA BROAD GOALS:

- A. Increase participation in both leagues and community work.
- B. Enhance customer service.
- C. Set our volunteers up for success through training and evaluation.
- D. Generate sufficient funds to accomplish the mission.
- E. Increase diversity of league programs and Board leadership.
- F. Enhance brand awareness through improved marketing.
- G. Strengthen partnerships with all stakeholders, especially the City, County, Schools and area Professionals and Clubs.

PRIORITY ISSUES AND STRATEGIES **ORGANIZED UNDER STRATEGIC THEMES**

I. PARTICIPATION AND MEMBERSHIP GROWTH:

- A. An across the board 2% increase per year in each league or program will be the target growth.
- B. Increase advocacy for tennis with City and County. Build on the work of Tennis Advocacy Committee by continuing to improve relationships with the city to improve court facilities (including adding 10 and under lines), maintaining pressure for more affordable fees for leagues, tournaments and community programs, and strengthening communication.
- C. Continue to host adult and junior tournaments both sanctioned and unsanctioned.
- D. Develop an ongoing captain retention and reward program.
- E. Develop a social program for the adult novice player. Build back the entry levels through “Tennis Apprentice” type of programming and incentives.

F. Add more mentoring to our community programs and use more volunteers – including high school and college students needing community service. Participate in Arthur Ashe contest and have registered Play Days.

G. Continue use of social media and website to enhance communications with membership as well as e-mail blasts and newsletters. Start Twitter communications.

H. Set up display table at tennis and non-tennis events to attract populations not presently exposed to tennis.

I. Host Ladies Day at the Savannah Challenger

II. OPTIMIZE ORGANIZATIONAL PROCESSES:

A. Achieve the “elite” level of the ACE program each year.

B. Review and update SATA Rules, Bylaws, Policies and Board Manuals each year in July. Update website documents.

C. Have at least one Board and volunteer training session a year or comparable meeting.

D. Conduct Board evaluations every two years.

III. DEVELOP AND STRENGTHEN HUMAN RESOURCES:

A. Recruit a volunteer “club liaison” from each of the tennis clubs to attend board meetings and enhance communications.

B. Invite two captains to be SATA’s guest at Board Meetings.

D. Recruit a “Volunteer Coordinator” with the purpose of matching volunteers to needed tasks.

E. Send more Board Members to training conferences.

IV. MAXIMIZE FINANCIAL RESOURCES:

A. SATA sponsorship of a minimum of one large fundraising event a year (raffle, tournament, oyster roast, etc.)

B. Fully functioning and active fundraising committee. Add to our present personnel with the goal of extending our grant writing efforts and finding more community partners.